# GOVERNMENT OF INDIA
# INFORMATION AND BROADCASTING
# LOK SABHA

UNSTARRED QUESTION NO:1099
ANSWERED ON:22.07.2016
Advertisement of Health Hazard Products
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**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) whether the pan masala products are advertised both by print media and by various TV channels and radio programmes;

(b) if so, the details thereof along with the space provided for such advertisements on print media and time allocated for their advertisements in TV and radio channels;

(c) the details of amount spent by the pan masala companies in these advertisements during the last one year;

(d) whether these advertisements do not contain statutory warning of health hazards of their consumption;

(e) if not, the reasons therefor; and

(f) the measures taken/being taken by the Government to check such advertisements?

## Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) to (c) : No advertisement is permitted in Print and Electronic media which relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants. However, this Ministry does not maintain or collect data regarding the space or time allocated for advertisements of Pan Masala or for any other product. The amount spent on advertising in print or electronic media by advertisers including the Pan Masala companies is a commercial matter in which Government is not involved. As such the details of amount spent by these companies on advertising is not available.

(d) to (f) Food Safety and Standards Authority of India (FSSAI) has informed that as per their Regulation 2.4.5(30) of Food Safety and Standards (Packaging and Labeling) Regulation, 2011, "Every package of Pan Masala and advertisement relating thereto, shall carry the following warning, namely, - chewing of Pan Masala is injurious to health".

They also undertake regular surveillance, monitoring, inspection and random sampling of food products, including pan Masala, in coordination with the officials of Food Safety Departments of the respective States/UTs to check that the manufactures/advertisers comply with the standards laid down under Food Safety and Standards Act, 2006, and the rules and regulations made thereunder. In cases where the food samples are found to be non-conforming, recourse is taken to penal provisions under Chapter IX of the Food Safety and Standards Act, 2006.

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